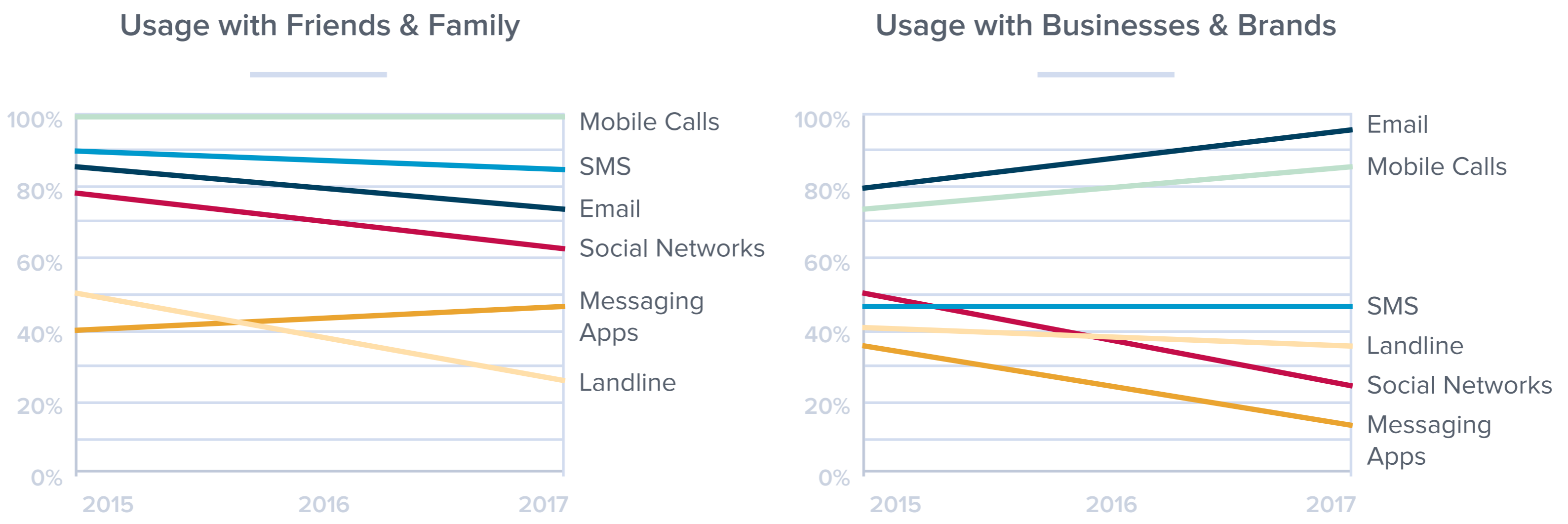


LIVE VIDEO IN THE SPOTLIGHT

The State of Video Communications: Yesterday, Today & Tomorrow

The past decade has seen rapid developments in the world of live video – from changing consumer behaviors to the emergence of all new extraordinary use cases across industries. Using a combination of consumer research and TokBox customer data, the Live Video in the Spotlight 2017 study looks at how consumer and industry adoption of live video has evolved: including where we’ve been, and what the emerging trends are to watch.

A Snapshot of the Changing Landscape of Communications



Mobile is the Video King

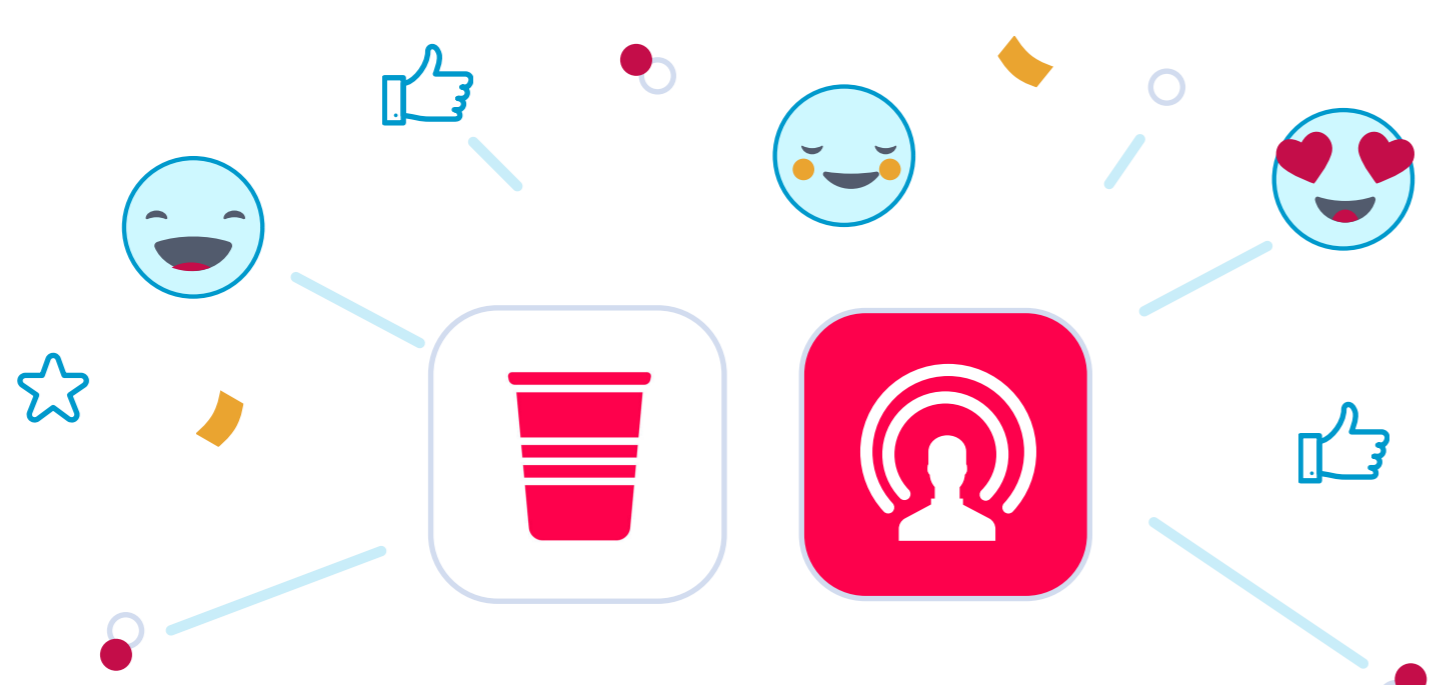
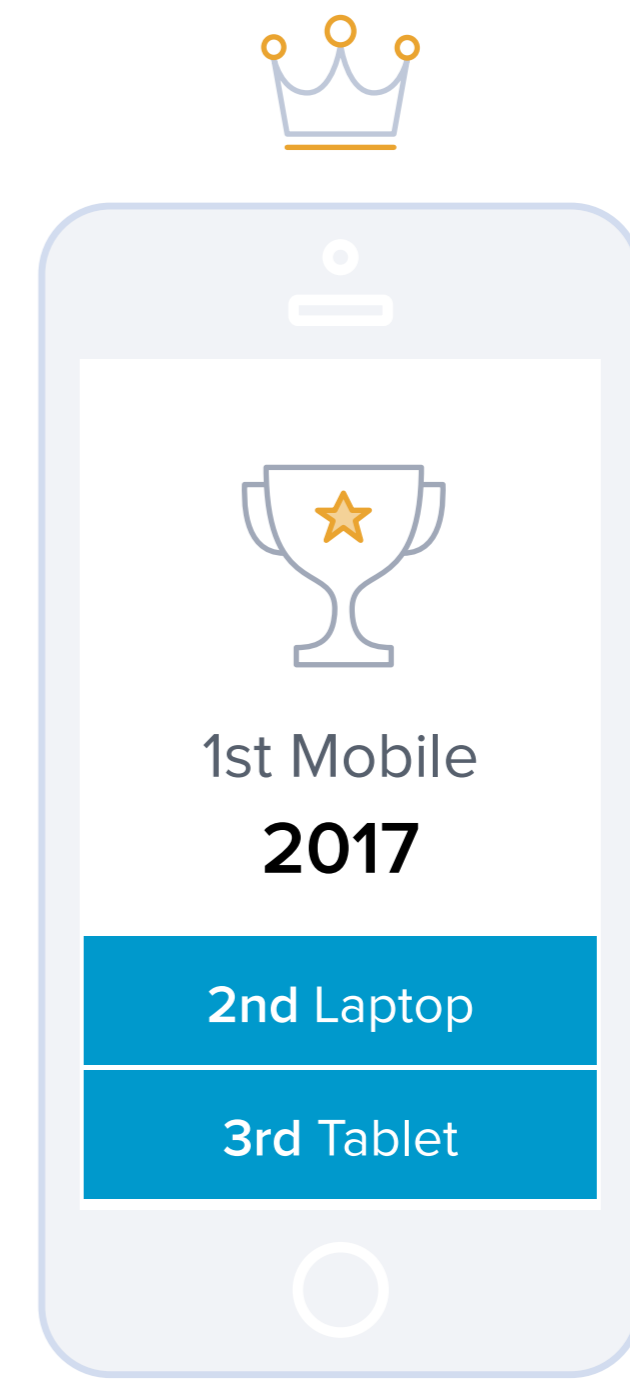
Mobile overtakes laptop and desktop computers for the first time as the most popular device for video communication.

2012

- 1st Laptop
- 2nd Desktop
- 3rd Mobile

2015

- 1st Laptop
- 2nd Mobile
- 3rd Tablet



25% of people video chat on social apps such as Houseparty and Facebook Live

Rising stars of Live Video in 2017

TOP 3 BIGGEST CONSUMER ADOPTION INDUSTRIES

- Remote expert (See-what-I-see)
- Insurance
- Recruitment / work

TOP 3 STRONGEST GROWTH IN MINUTES

- Gaming
- Social
- Remote expert (See-what-I-see)